

**'The first new strategy in selling for 50 years!'**  
**GEORGE GALLUP**

For decades salespeople have been urged by their managers to close the sale. Yet this 'old sell' strategy, which has its roots in 1950s America, has done more damage to the selling profession, not to mention company profits, than anything else.

To really succeed in selling you need newsell. You need to be good at creating WOMBATs. A WOMBAT is a satisfied customer who replicates another satisfied customer. (WOMBAT = Word Of Mouth Buy And Tell.)

*WOMBAT Selling* debunks the age-old myth that the salesperson closes the sale and instead provides a superior sales and marketing strategy that is based on lateral thinking. It is a customer-focused alternative that delivers proven results. Logical, scientific and easy to follow, *WOMBAT Selling* will empower your sales force, reward your customers and increase your profitability.

**'Michael, you are a friend of our company.'**  
**JACK WELCH**



For more than 20 years, Michael Hewitt-Gleeson's sales and marketing strategies have been successfully implemented by companies such as IBM, General Electric, Coca-Cola Amatil, Telstra and ANZ Bank. He is the bestselling author of *NewSell* and *Software for Your Brain*.



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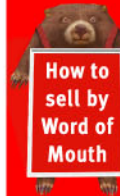
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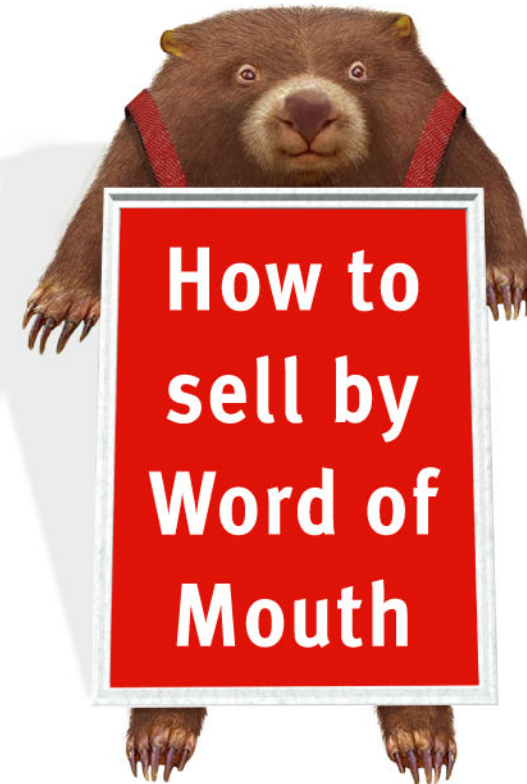


**MICHAEL HEWITT-GLEESON**



**'Michael has a powerful approach to an important area.'**  
**EDWARD DE BONO**

# WOMBAT SELLING



**MICHAEL HEWITT-GLEESON**  
**BESTSELLING AUTHOR OF *NEWSSELL***